

New, Autumn 2003!

Globalinc.

An Atlas of the Multinational Corporation
By Medard Gabel and Henry Bruner



Global Inc.: An Atlas of the Multinational Corporation (The New Press; Publication date: Nov. 30, 2003; \$24.95 PB) is a visual exploration of the history, geography, foundations, drivers, dynamics, size, scale, scope, impacts and governance of the multinational corporation—the “most powerful engine yet developed by humanity for producing wealth.”

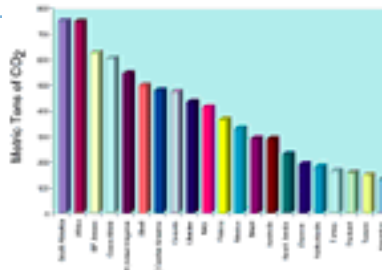
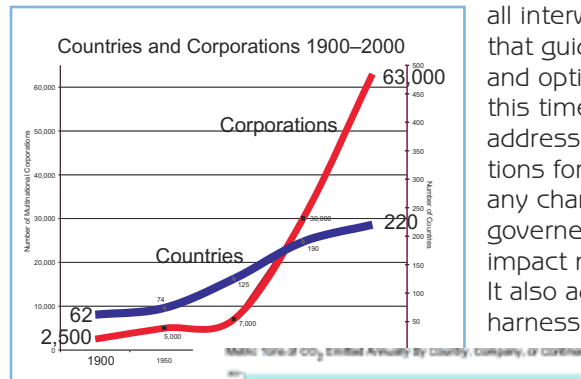
Global Inc. is the first atlas (and book) of its kind: it takes an objective look at the epic phenomena of the multinational corporation on this planet. It documents their nothing-short-of-incredible growth (from 7,000 in 1970 to 30,000 in 1990 to over 63,000 in 2000) as well as their economic size (of the 100 largest economies in the world, 53 are corporations). The MNC’s power, influence, and impacts on culture, local and global economics, technology, government and environment are covered in an objective manner. This book neither glorifies nor vilifies the MNC; it is an atlas, not a political tract. Like the cartographers who put together the first world maps, this work seeks to get the “big picture” right—the correct placement of the continents, accurate coastlines, and as many of the reefs and danger points as possible.

Global Inc. covers the history of the MNC from their beginnings in the 1600s (East India Company, Hudson Bay Company, etc.) to the present day. Many corporations are mapped in detail, including General Motors, Toyota, BP, ExxonMobil, DuPont, Microsoft, IBM, Siemens, McDonald’s, Wal-Mart, and AOL Time Warner.

The “SmallWorld/BigCompanies” section makes it clear that national law, global regulations and standards, market place competition, corporate social responsibility, internal corporate governance, private ethics, NGOs and the WTO are all interwoven in a complex structure that guides and governs the behaviors and options facing the corporation at this time in history. The final chapter addresses possible policies and actions for governance, pointing out that any change to the way corporations are governed in the world will necessarily impact nations and their prerogatives. It also addresses what policies will best harness the most positive aspects of

the MNC and empower it to better solve the basic human need problems facing humanity—and which ones will curtail or eliminate the more Enron-esque aspects of “unfettered capitalism run amok.”

Global Inc. is an exciting book that makes a significant contribution to our understanding of one of the most important actors on the global stage. Over 400 maps, charts and graphs illustrate the complexities of the increasingly powerful multinational corporation. *Global Inc.*, the culmination of a three-year project funded by The Ford Foundation, was published by The New Press in the fall of 2003.



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McDonald’s Global Expansion 1955–2000

■ McDonald’s Home Country
■ McDonald’s Business Presence



**“In the future there will be two kinds of corporations:
those that go global and those that go bankrupt.”**

—C. Michael Armstrong, CEO, AT&T

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Massachusetts Institute of Technology

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**“Multinational business relies for its success on the health of the
global society of which it is part. . . . We have to demonstrate
that our activity and presence bring the possibility of progress
for everyone.”**

—from Foreword to Global Inc. by John Browne, CEO, BP